

The estimated 122,023 privately held, majority owned (51% or more) women-owned firms in Wisconsin generate more than \$20 billion in sales and employ 148,434 people. The number of these firms grew by 20.7% from 1997 to 2006.

Center for Women's Business Research, 2006

Woman-Owned Business Enterprise Certification



Division of Business Development

201 West Washington Avenue
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Madison, WI 53707-7970
phone: (608) 267-0297 or
(608) 267-9550
fax: (608) 266-6151
www.commerce.wi.gov

STATE OR LOCAL:

- Department of Commerce Minority Business Enterprise
- Department of Transportation Disadvantaged Business Enterprise
- City of Milwaukee
- County of Milwaukee
- City of Madison
- County of Dane

FEDERAL PROGRAMS:

- SBA 8(a) Business Development Program
- SBA Small Disadvantaged Business Program
- SBA Hubzone Program
- US Department of Transportation

**FOR A COMPARISON OF VARIOUS
BUSINESS CERTIFICATION PROGRAMS
VISIT: WWW.SBA.GOV**

Obtain a WBE Application

- **DOWNLOAD APPLICATION FROM COMMERCE WEB SITE:**
www.commerce.wi.gov/BD/BD-WBECertification.html
- **CONTACT BY PHONE:**
608-267-0297 or 608-267-9550
- **CONTACT BY E-MAIL:**
carol.dunn@wi.gov or ComMBD@wi.gov.



Web Site Resources:

- [Frequently Asked Questions about the WBE Application Process](#)
- [Checklist of documents that need to be submitted with application based upon the applicant's business structure](#)
- [Administrative Code 104 outlining the requirements of the WBE certification](#)
- [Events of interest to WBE applicants](#)
- [On-line Webcast "Maximizing the Value of Your WBE Certification"](#)

Woman-Owned Business Enterprise Certification

The State of Wisconsin is now a woman-owned business certifier and is committed to providing women-owned businesses with a credible certification that validates their business ownership. The program, administered by the Wisconsin Department of Commerce's Business Development Division, was established in order to facilitate contracting capabilities for women with both the public and private sector.

WBE CERTIFICATION:
In today's competitive market, women-owned businesses must find ways to expand their markets.



While a Woman-owned Business Enterprise (WBE) Certification does not guarantee contracting opportunities, it does provide advantages when combined with a strategic marketing plan. As a woman-owned certified business, you pitch your

value to government and/or corporations that have goaling requirements for doing business with certified diversity suppliers.

PRE-CERTIFICATION SELF ASSESSMENT:
Prior to applying, an applicant should evaluate the benefits to the business in being certified as a woman-owned business enterprise. If your business provides a service or supplies a product that is needed by either the government or a large corporation, then certification may be right for you. A pre-certification self-assessment is available on the department's web site.

ELIGIBILITY CRITERIA:
A business must be at least 51% owned, controlled and actively managed by a woman or women applicants.

APPLICATION PROCESS:
The application and a document checklist is available on the department's web site or by contacting the department at 608-267-0297. Please keep in mind that the department must review and analyze proprietary financial documents to determine your eligibility. Processing time is four to six weeks. The department may request additional documents to substantiate the eligibility of an applicant.

WBE CERTIFICATION FEE:
The cost for the three year certification is \$150. There is a stream lined application process and reduced fee for businesses already certified through the Wisconsin Department of Transportation as a Disadvantaged Business Enterprise (DBE) or the Wisconsin Department of Commerce as a Minority Business Enterprise (MBE).